

# Danielle Fox

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## experience

ELLE DECOR / VERANDA - Digital Editorial Fellow October 2017 - Present (NYC)

- Pitch and develop dozens of daily news stories, long-lead feature pieces, and video scripts each week published on Hearst sites and nationally syndicated
- Coordinate partnerships and social media franchises with celebrities (i.e. Zac Posen Instagram takeover) and brands for aff-commerce
- Execute best practices for social content management and promotion to engage and sustain cross-platform digital readership
- Optimize stories and update evergreen pieces for SEO and aff-commerce
- Manage social media feeds, design assets, and source content for Instagram and in-book content

MEN'S HEALTH MAGAZINE - Fashion, Grooming & Gear Editorial Assistant Sept. 2016 - May 2017 (NYC)

- Pitched and produced hundreds of news and feature pieces, aff-commerce, and video content for digital and print
- Managed coordination with brands for article fact-checking, delivery of digital assets, and product samples
- Led community management across all MH social platforms, managed, produced, and scheduled content for MH Style accounts
- Prepared analytics reports using Google Analytics and research from Chartbeat and Crowdtangle to develop content optimization recommendations for site and social
- Managed executives' calendars and expense reports
- Facilitated desksides with brands and represented the magazine at industry events

STAR TRIBUNE - Features Intern June 2016 - Aug. 2016 (Minneapolis, MN)

- Pitched, reported, and produced feature packages including profiles and long-read lifestyle stories, as well as breaking news articles
- Sourced story ideas from developing beat and local connections, social insight tools, and wire services for trending arts stories

THE PITT NEWS (Daily Student Newspaper) - Editor-in-Chief April 2013 - April 2016 (Pittsburgh, PA)

- Managed and oversaw editorial team of 80+ employees for production of daily print and digital newspaper, including special editions
- Spearheaded complete redesign of digital and print products to modernize and enhance readership experience, and introduce new forms of digital content for longform and multimedia packages
- Instituted organization-wide training programs and style guide changes for gender-inclusive reporting, and served on editorial, executive, and advisory boards to strategize long-term editorial and business goals for the publication

CARNEGIE MUSEUM OF ART - Editorial Intern Jan. 2016 - May 2016 (Pittsburgh, PA)

- Wrote exhibition reviews and longform art and design stories
- Copyedited and produced stories in CMS

PITTSBURGH POST-GAZETTE - News Intern May 2015 - Aug. 2015 (Pittsburgh, PA)

- Reported and wrote dozens of breaking news stories each week
- Pitched and reported long-lead news features

PITTSBURGH CITY PAPER - Arts & Entertainment Intern July 2012 - April 2015 (Pittsburgh, PA)

- Reported news stories, profiles, reviews, and celebrity interviews

## projects

CLIPPED NEWSLETTER - Co-Founder October 2017 - Present (NYC)

- Co-founded and develop a bi-weekly newsletter dedicated to women's magazines, with lookbacks at vintage glossies, interviews with editors of current and defunct magazines, and retrospective studies of feminism in media. [Read here.](#)

## freelance

TRONC, INC. (BEST REVIEWS) - Freelance Writer October 2017 - Present (NYC)

- Write in-depth product recommendation guides on home and tech goods
- Write targeted product listicles and explainers for national sites, including spy.com, parenting.com, and bhg.com

FREELANCE UX WRITER October 2017 - Present (NYC)

- Developed multiple brands' verbal identities/guidelines and content creation for e-commerce sites
- Produced localized content for Google Maps services

## skills

Tech: Wordpress, Drupal, Mailchimp, Google Analytics, Hootsuite, Chartbeat, Crowdtangle, Sprinklr, Dash Hudson

Creative: InDesign, Photoshop, AP Style, Photography, Visual Concepting and Production Management

## education

University of Pittsburgh, 2016

Bachelor of Arts, Cum Laude

English Writing & Poetry

## references

Jessica Cumberbatch, Elle Decor  
Site Director (Former)  
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Brian Boyé, Men's Health  
Exec. Director, Fashion & Grooming (Former)  
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Tom Horgen, Star Tribune  
Digital Features Editor  
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